

INANU

The Authenticated Commerce Ecosystem

Whitepaper: A Framework for Authenticated Commerce and
Decentralized Governance

<https://inanu.art>

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1. Executive Summary

*The global market for luxury goods and unique creative works, valued at hundreds of billions of dollars, is plagued by two fundamental problems: the crisis of **counterfeiting** and the challenge of **provenance**. Buyers lack certainty in the authenticity of high-value assets, while creators lack the tools to guarantee the uniqueness of their work.*

***Inanu solves this.** We are building the premier authenticated commerce ecosystem on the secure and sustainable Cardano blockchain. Our centerpiece is the **Inanu Marketplace**, a curated platform where physical value is inextricably linked to digital proof. We are pioneering "phygital" (physical-digital) commerce, allowing global brands like watchmakers and art galleries, as well as independent artists, to mint their creations as Cardano Native Assets. Each asset serves as an unforgeable digital certificate of authenticity—its "digital twin"—that lives forever on the blockchain.*

*The ecosystem is powered by the **\$IANU** token and a hybrid governance model that combines the agility of an expert **Inanu Council** with the decentralized power of the **Inanu DAO**. This structure is supported by a transparent treasury system designed for sustainable growth.*

Inanu is not just another marketplace. It is the future of trusted commerce, where every transaction is secure, every item is verifiable, and every creator has access to a global, premium market.

2. The Problem: A Crisis of Authenticity and Access

For Collectors and Buyers: The risk of purchasing a counterfeit luxury watch, a forged piece of art, or a fraudulent collectible is immense. Traditional paper certificates can be lost, faked, or damaged. This uncertainty suppresses market value and erodes consumer confidence. There is no single, global, immutable source of truth for an item's history and ownership.

For Brands and Creators: Luxury brands lose billions annually to the grey market and counterfeits, damaging their reputation. Independent artists struggle to prove that their digital file is the "original" or that a physical piece is a genuine one-of-one. They are locked out of a premium market because they lack the tools to provide buyers with the ultimate guarantee of authenticity.

3. The Solution: The Inanu Authenticated Marketplace

The Inanu Marketplace is a paradigm shift. It is a curated, professional platform built on the Cardano blockchain, chosen for its peer-reviewed security, low transaction fees, and robust infrastructure for managing unique, non-fungible assets.

3.1 "Phygital" Commerce: The Digital Twin

This is the core of our innovation. When a brand like Rolex or an independent artist lists a physical watch on our platform, two things happen:

1. **The Physical Asset:** The watch is prepared for sale.

2. **The Digital Twin:** A unique Cardano Native Asset (NFT) is minted, representing that specific watch. This NFT contains the item's serial number, creation date, and a complete, unchangeable history of its ownership.

When the watch is sold, the physical item is shipped to the buyer, and the digital twin NFT is transferred to their Cardano wallet. This NFT is the new standard for a certificate of authenticity. It cannot be forged, it cannot be lost, and it can be instantly verified by anyone in the world.

3.2 A Curated Platform for Excellence

Our marketplace is not an open-for-all platform. It is a curated space governed by the **Inanu Council**, a body of industry experts. This ensures that all items listed, whether from a global brand or a new artist, meet a high standard of quality and legitimacy. This focus on curation builds a trusted environment that attracts serious collectors and protects buyers.

4. The Inanu Ecosystem: A Self-Reinforcing Structure

The marketplace is the center of a powerful, two-pillar ecosystem designed for sustainable growth.

Pillar 1: The Inanu Foundation (The Incubator)

The Foundation's mission is to discover and nurture the next generation of elite talent. It acts as an incubator, providing grants and mentorship to promising artists and creators. By funding their first collection on the Inanu Marketplace, the Foundation ensures a constant supply of fresh, high-quality, and vetted work, enriching the entire ecosystem. It is our investment in our own supply chain of excellence.

Pillar 2: Inanu Capital (The Growth Engine)

As outlined in our roadmap, the ecosystem will expand to include Inanu Capital, a for-profit investment arm.

- **The Launchpad:** Will provide venture funding to the most successful creators on our platform who wish to scale their work into full-fledged brands.
- **The Asset Fund:** Will diversify the ecosystem's treasury by investing in strategic, high-value assets, both digital and physical.

5. Governance: A Hybrid Model of Agility and Decentralization

To succeed, a decentralized project requires both the agility to operate effectively and the trust of its community. Inanu achieves this through a hybrid governance model that clearly defines the responsibilities of the expert Inanu Council and the ultimate authority of the Inanu DAO (the community of \$IANU token holders).

5.1 The Inanu Council: Professional Management

The Inanu Council is a body of elected industry experts responsible for the day-to-day management and strategic execution of the project. Their role is to act as professional stewards of the ecosystem.

5.2 Scope of Council Authority (The Mandate)

To ensure operational efficiency, the Council is empowered to make certain decisions without a full community vote. This mandate is strictly defined and includes:

- **Operational Spending:** Authorizing routine expenses below a threshold of \$5,000 USD, such as server costs, software licenses, and contractor payments.
- **Minor Protocol Adjustments:** Implementing small parameter changes that do not alter core tokenomics (e.g., adjusting UI elements or API rate limits).
- **Emergency Security Measures:** Taking immediate, temporary action to patch a critical bug or mitigate a security threat to protect user funds.
- **Partnership Execution:** Finalizing the operational details of a partnership that has been conceptually approved by the DAO.

5.3 Community Governance (The DAO's Power)

The community of \$IANU holders forms the Inanu DAO, which holds ultimate authority over the ecosystem. The following decisions **always** require a formal proposal and a successful community vote:

- **Changes to Core Tokenomics:** Any alteration to the 5% transaction tax or the token emission schedule.
- **Immutability of Total Supply:** The total supply of \$IANU is fixed and immutable at the smart contract level. This is a technical guarantee of scarcity. Therefore, any proposal that would involve migrating to a new token contract or otherwise altering this fundamental principle would require overwhelming community approval.
- **Major Treasury Allocations:** Any single expenditure or investment from the treasury exceeding \$50,000 USD.
- **Fundamental Protocol Changes:** Adding or removing a core feature of the Inanu Marketplace or its two pillars.
- **Changes to Governance:** Any proposal to change the size of the Council, its powers, or the voting mechanism itself.

6. The \$IANU Token & Tokenomics

The \$IANU token is the native utility and governance asset of the Inanu ecosystem. Its value is directly tied to the activity and success of the marketplace. Our tokenomics are designed for a fair launch, long-term sustainability, and clear, transparent incentive alignment for all participants.

6.1 Initial Token Allocation

To ensure a fair launch and align long-term incentives, the total fixed supply of 100,000,000,000 \$IANU tokens is allocated as follows:

- **Public Sale / Initial DEX Offering (35%):** The largest initial allocation, ensuring a wide distribution and allowing the broader community to participate from day one.
- **Community & Ecosystem Fund (35%):** A substantial fund dedicated to long-term growth, including Foundation grants, liquidity provisioning, staking rewards, and future development initiatives.
- **Team (10%):** Allocated to the core founding team. These tokens are subject to a strict vesting schedule to ensure long-term commitment.
- **Strategic Partners & Private Sale (15%):** Reserved for early strategic partners, including luxury brands, and a private sale round to secure initial funding and institutional support.

- **Advisors (5%):** Allocated to future hires and strategic advisors who will provide expert guidance. These tokens are also subject to a vesting schedule.

6.2 Team & Advisor Token Vesting

To demonstrate long-term commitment and build community trust, all tokens allocated to the Team and Advisors are subject to a vesting schedule. This means the tokens are locked and released gradually over time.

- **Vesting Schedule:** 6-month cliff (no tokens released for the first 6 months), followed by a 24-month linear release period.

This structure ensures that the team and advisors are incentivized to build value over multiple years, not seek short-term gains, aligning their success with the success of the community.

6.3 Core Token Utility

- **Governance:** Holders of \$IANU have the power to elect members of the Inanu Council and vote on major platform-wide decisions, giving the community true ownership over the ecosystem's future.
- **Marketplace Utility:** The \$IANU token is the lifeblood of commerce on the platform. Its uses include:
 - **Fee Reduction:** Paying transaction fees in \$IANU will grant a significant discount.
 - **Staking & Curation:** Staking \$IANU will allow users to participate in community curation and earn rewards.
 - **Exclusive Access:** Holding or staking \$IANU will be a prerequisite for accessing exclusive "drops" and pre-sales from our luxury brand partners.

6.4 Treasury & Fund Allocation Strategy

A 5% transaction tax on \$IANU is allocated to the ecosystem treasury to fuel ongoing growth and sustainability. This treasury is separate from the pre-allocated tokens and is used exclusively for operational and growth initiatives. To ensure transparency, these funds will be directed towards the following key areas:

- **Ecosystem Development & Innovation (~40%):** Funding for new marketplace features, protocol upgrades, security audits, and developer grants.
- **Marketing & Community Growth (~30%):** Funding for marketing campaigns, exchange listings, community events, and onboarding new brand partners.
- **Liquidity & Treasury Stability (~20%):** Providing liquidity on decentralized exchanges and managing treasury assets to ensure long-term protocol health.
- **Operational Overhead (~10%):** Covering the day-to-day operational expenses of the project, such as legal, compliance, and software costs. This does not include core team salaries, which are covered by their vested token allocation.

7. Roadmap: A Phased Rollout

Phase 1: The Marketplace Foundation (Q4 2025 - Q3 2026)

- **Q4 2025:** Successful launch of the \$IANU token on the Cardano blockchain.
- **Q1 2026:** Launch of the v1 Inanu Marketplace. Appointment of the inaugural Inanu Council and

release of the formal governance framework.

- **Q2 2026:** Implementation of the full "phygital" asset framework. Onboard the first physical product creator.
- **Q3 2026:** Launch the Inanu Foundation grant portal and fund the first cohort of incubated artists.

Phase 2: Scaling and Expansion (Q4 2026 & Beyond)

- **Q4 2026:** Onboard the first major luxury brand partner to the marketplace.
- **2027:** Begin development of the legal and technical framework for Inanu Capital.
- **2028:** Execute the first venture investment via the Inanu Launchpad.

8. Disclaimer

This whitepaper is for informational purposes only and does not constitute an offer to sell or a solicitation of an offer to buy any security or investment product. The \$IANU token is a utility and governance token whose value is subject to market risks. Please conduct your own research and consult with a financial advisor before participating. The project roadmap is subject to change.